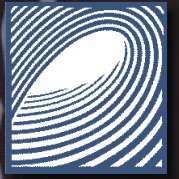
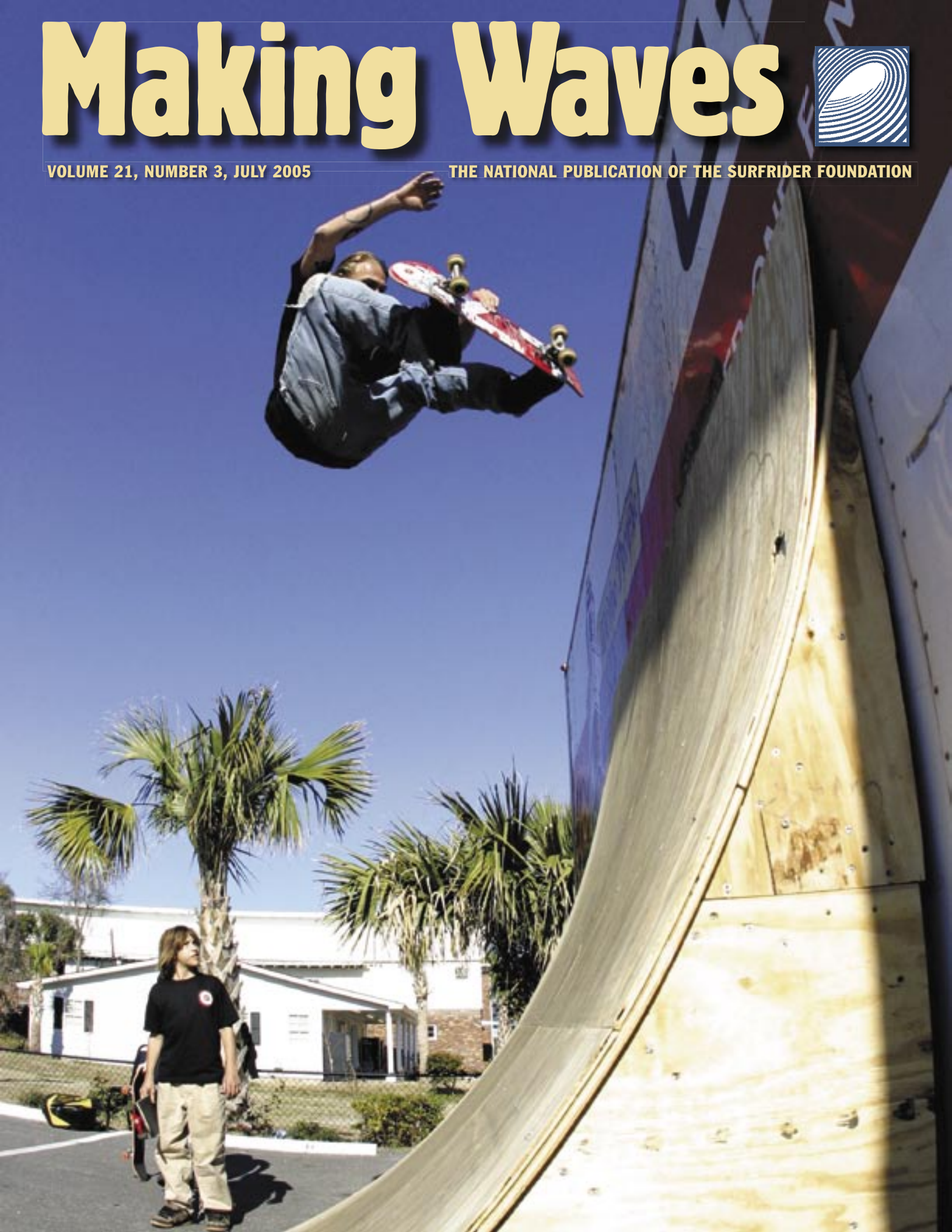


# Making Waves



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# Perspectives Outside the Comfort Zone

"Past a certain point of magnification, all portraits become landscapes."

France Bourély, scientist/photomicrographer, *Hidden Beauty: Microworlds Revealed*



It is a good thing to regularly renew the limits of our perceptions and our senses. Looking at photographs such as Bourély's helps to refresh our vision. Through the use of powerful microscopes, she shows us things that are not normally visible to the naked eye and thus cautions that our boundaries of perception are greatly limited—that there is a great deal more than just what we see. Bourély also reminds us of our many self-imposed obstacles to vision. The prejudices inherent in having fixed perspectives, fixed beliefs, and rock-solid insistence that we are right. These things that seem so solid now can change drastically with a shift in scale and perception. How well do

we see? How hard do we try to see what is less than obvious?

Last column, I wrote of being small and powerful, and the joy of having nowhere to hide. It is a humbling experience to leave one's comfort zone and get tossed by a wave. We need those waves, we need those tumbles. We need them to remind us there are perspectives other than our own. Ours is not always the winning perspective, nor does our perspective often include that which is not visible to the naked eye. The microscopic world has all the grace and shape and drama of our daily, human-sized world and it too is ever-changing. We never see the same wave twice. The beach you stand on today is not the beach you stood on yesterday. Our passion for protecting what we love must not be weakened by limiting our perspective to dogma, nostalgia or narrow perspective. If we make other perspectives—the tinier view, or the bigger view—irrelevant, we have lost.

If we could zoom in at Bourély's view at our local beach, the swirling globe of a single grunion's egg might not look very different than the swirling globe that is the earth of the astronaut's view. If we can begin to see how similar these two things are, we can learn to shift our viewpoint at will to discover the similarities in other disparate things. So all portraits are landscapes and all landscapes portraits. There is no us and them, there is only us. Everything else is all scale and viewpoint. Is the Surfrider Foundation a portrait or a landscape? And where do you fit, and at what scale?

- Joe Mozdzen

## Making Waves

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enjoyment of the world's waves, oceans and beaches for all people, through conservation, activism, research and education.

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I've been a part of Surfrider Foundation for years. I joined for the same reasons we all did: we believe that the mission of this organization is worth our time, energy and money. What I've done by coming on as the new Executive Director is expand my existing view. I've decided to put more of my time, energy and money into this organization. Many of you are

doing the exact same thing as you invest in local campaigns. My point is this: we're in this together. We understand coastal zones are always under pressure and sometimes under siege. Individually and collectively, we are doing something about it.

One of my first impressions in the job is delight at the sheer volume of local projects currently underway. At any given time there are well over 100 active projects and campaigns. On a recent road trip where I visited six chapters in the northeastern U.S., I saw first-hand the impact of these local programs.

# Impact



Eugene Alper led the Eastern Long Island chapter meeting and described a coastal park development, an incident where a boy was arrested for surfing in front of a private club, and a dialog with the fishing community over access. In Asbury Park, a surf clinic named "Groms Gone Environ-Mental" invited 170 kids to learn about the ocean and get pushed into waves. Some of these kids have grown up less than a mile away yet have never been to the beach. The picture above says it all; look at the smile on that boy's face. Pushing him is Dr. Bill Rosenblatt, a Surfrider Foundation board member. The picture also visibly represents a way we can "plug in" at Surfrider. The best thing we can do is to give of our time and talent: to share our stoke.

My background is technology. Much of what technology is about is streamlining processes and enabling better communications. I believe we have huge potential in these areas. At this point in Surfrider Foundation's history we have amassed deep knowledge regarding the dynamic state of coastal issues and a network of 43,000 volunteers who are part of our collective efforts. One of our major opportunities is to focus on making information flow more freely, enable intelligence to be shared more readily, and get the voice out to a larger population regarding these spectacular local and national projects. I invite you to listen and chime in on the blog we've started:

<http://surfriderfoundation.typepad.com/shapingroom/> Various authors are submitting pieces on topics we care about; feel free to post a question, concern or issue.

I believe in Surfrider Foundation's mission, and contributing to its day-to-day impact is one of the most meaningful things I can do with my life. I'm here to make a difference and, just like you, change the world ... one local break at a time.

Jim Moriarty  
Executive Director

# Surfrider Foundation Activists Protest Against Illegal Bulldozing of Malibu Beach



*By Lia Colabello and Joe Geever*

The Malibu Chapter of the Surfrider Foundation held a protest on Tuesday, June 28, to draw more public attention to the bulldozing of Broad Beach, a relatively exclusive enclave of the rich and famous in Malibu. Local chapter protesters, including one of Surfrider's founding members, Glenn Hening, showed up to demonstrate against the local homeowners association who, in early June, brought in heavy machinery to move the sand from the public portion of the beach and onto private property, creating a head-high sand berm. Homeowners immediately posted unpermitted fencing and signs saying "Please Respect Private Property" and "Dune Restoration in Progress Please Be Respectful" in the fresh sand that was pushed up from the public beach. In addition, a non-native invasive species of iceplant was quickly planted in the unpermitted dunes.

This illegal and arrogant act has resulted in the loss of the wide expanse of public beach. Marshall Grossman, head of the homeowners association and former coastal commissioner, said in a recent **L.A. Times** article that the intent was not to block public access, but to restore dunes that eroded during winter storms. This action was not sanctioned by the California Coastal Commission, which issued a cease and desist order, and days after the Surfrider protest, scheduled a restoration project that will return the beach to its original state in early July.

Unfortunately, it is too late to repair the environmental damage caused by the alteration of the beach by homeowners. According to Dr. Karen Martin, Professor of Biology at Pepperdine University, grunion eggs buried in the sand at the time the bulldozing took place were destroyed. In addition, she said that since the dunes were moved forward, into the intertidal zone, it changed the way the waves hit the beach. "The fish could come in, but didn't have enough quiet area on the beach to spawn."

She and her students collected the few eggs that had been laid since the bulldozing took place in order to protect them from being buried too deep after the dunes are pulled down during the beach restoration. The eggs that they did find were brought back to the lab to continue their incubation period before returning them to the beach to hatch.

Dr. Martin has been studying grunion for 10-15 years and is the Project Director for Grunion.org whose Grunion Greet-er program relies on volunteers to study spawning activity. She said, "When something like (the bulldozing of Broad Beach) happens, thanks to volunteers in the community and the Surfrider Foundation, we hear about it right away and can address the issue."

Broad Beach has had several beach access controversies over the years, the most widely known being when the homeowners association employed their own private security guard on an ATV patrolling the beach and forcing the public to leave. This practice has since ceased, though the recent bulldozing shows the homeowners aren't going to give up that easily. The current situation has refocused the public's attention on the issue, as the effect of shifting the sand onto private property put the public portion of the beach underwater at high tide.

Don and Donna Faxon participated in the Surfrider Foundation protest after driving over an hour from Pasadena to see the damage done to one of their favorite beaches. Mr. Faxon said he read about the bulldozing in the local Malibu paper. "I was so disturbed about what happened at Broad Beach, I had to check it out myself. It is outrageous."

"I really appreciated Surfrider Foundation's presence to protest a situation that demonstrated a failure on behalf of the government, and specifically the California Coastal Commission, for not policing what was going on. I was appalled that the Commission didn't take any immediate action and the homeowners association had a chance to move into the new territory, claiming the sand with furnishings, ice plants and roping off of the new dunes."

The construction of this new berm violates numerous policies in the California Coastal Act, including the protections for public coastal access and the protection of marine life. Furthermore, the action of the homeowners at Broad Beach was a knowing, willful and intentional violation of the law and is simply the latest evidence of a never-ending pattern of ever-more egregious and flagrant disregard for the policies enacted by the people of California over 20 years ago.

It is also important to note the timing of the construction of the sand berm. The homeowners, after repeated historical conflicts with the public and its right to coastal access, chose the beginning of summer, the season of the highest public use of our beaches, as the moment to interfere with public access. Summer is also the season when coastal processes naturally return sand to the beach, and is consequently the season with no threats from erosion.

The dredging of the intertidal zone, the disruption of coastal dunes, and the construction of an unpermitted and obviously illegal berm is nothing more than a thinly-veiled effort to continue the homeowners' campaign to deny public coastal access. The Malibu Chapter of the Surfrider Foundation received numerous complaints from its constituents about this situation and staged the protest to let the Trancas Property Owners Association know that their complete disregard for the law will not be tolerated. The Chapter suggested to the Coastal Commission that along with the restoration of the beach, they consider a severe and punitive fine that will make homeowners think twice before ignoring the law and acting so selfishly in the future.

For more information on the Broad Beach campaign, go to [www.surfrider/malibu](http://www.surfrider/malibu)



Opposite page: **Surfrider Foundation protesters gather at Malibu's Broad Beach** Above top: **Berms of sand from the illegal bulldozing were stacked more than six feet high in some areas** Above: **Malibu activists show their anger at this blatant violation of the law** All photos: Nancy Hastings



# Surfrider Foundation Scores a Victory in Rockaway Beach

Waveriders throughout the New York metropolitan area are finally free to surf the Atlantic thanks to a newly-designated “surf-access” zone in the Rockaways. The official designation by the NYC Department of Parks took place on Friday, April 22, at 91st Street in Rockaway, Queens, New York.

Surfrider Foundation's New York City Chapter worked intensely over the past three years with elected officials and numerous local residents to establish the first legal surfing beach in the City of New York. During that time, Congresswoman Pheffer, Councilman Addabbo, Parks Commissioner Benepe, Queens Parks Commissioner Lewandowski, Rockaway NYPD Captain Piekarski, and Surfrider Foundation NYC Chapter Chair Joel Banslaben focused on overturning an antiquated State Department of Health code dating back to 1850. They also sought to establish a Department of Parks guideline allowing public access.



Above: **Tim Post heads out to the line-up after a beach clean-up** Top: **The long lip of a Rockaway break** All photos: Grant Myrdal

“This is a significant victory for the Surfrider Foundation NYC Chapter, but more importantly, this is a monumental step forward for the Rockaway community,” said Surfrider Chair Joel Banslaben after being informed of the Surf Area Designation.

The Surf Area Designation comes as a relief to many—prior to 2005, surfers and other beachgoers received tickets for surfing, bathing, and simply walking on the beach in the Rockaways. Now local residents and visitor alike will be able to enjoy the waves without fear of breaking the law. This is especially important for local residents who have long been attracted to the area for its accessibility to the ocean.

Local resident Victor Sinansky commented in an e-mail recently, “The sport of surfing is an integral part of both the [Rockaway] community and the economy. Over the past 50 years the Rockaway community has been a working-class community. Many of these residents choose the Rockaways as their home for easy accessibility to surfing, fishing, scuba

diving and boating. However, Rockaway is unique, in that it ... is the only ocean-front in New York City.” Mr. Banslaben added, “The Rockaways are finally receiving the recognition they have long deserved as a top-tier coastal community. The Surfrider Foundation NYC Chapter will continue its partnership with local residents and officials to ensure the highest quality of environmental resources possible.”

## SURFRIDER FOUNDATION HIRES EAST COAST REGIONAL MANAGER



The Surfrider Foundation has hired longtime New Jersey activist John Weber as its new East Coast Regional Manager. A veteran of the non-profit field, Weber brings to the position over 14 years experience in membership-based, non-profit, environmental and social justice organizations. As the East Coast Regional Manager, Weber will be responsible for building and directly supporting the chapter network and membership within the states of New York, New Jersey, Rhode Island and Massachusetts. “This is the first of many strategically identified regional support staff positions throughout the eastern seaboard for us,” says Director of Chapters, Edward Mazzarella. “We are all very pleased to have John on board and look forward to further building Surfrider Foundation’s capacity and presence on the East Coast.”

The Surfrider Foundation is currently engaged in several campaigns along the East Coast, including high profile beach access campaigns in Long Island, NY and a beach access battle in Hull, Massachusetts and Asbury Park, New Jersey. “Thankfully, I’ve been able to apply what I’ve learned at work to my volunteer life with the Surfrider Foundation. This is my dream job. I’m so excited to join the team and grow our presence on the East Coast,” says Weber.

# Workshop Seeks to Shape Rincón's Future

By Leon Richter



In March, nearly 100 community members and panelists participated in a bilingual discussion regarding challenges in Rincón, Puerto Rico, shared a vision for the future, and worked in small groups to discuss environmental protection, land use planning, economic development and infrastructure needs.

Rincón's rapid growth and development has created a sense of uneasiness regarding the future. These changes threaten the character of the community and the integrity of its valuable natural resources.

To address these concerns, Surfrider Rincón, in partnership with the Municipality of Rincón and Puerto Rico Sea Grant, hosted a Community Development Workshop. The workshop was designed to encourage Rincoños to work together with the Municipality to plan for the community's growth. The meeting emphasized that through widespread public participation, thoughtful planning, communication and collaboration, a plan for Rincón's future can be developed where economic growth, environmental conservation and preservation of community character can all be achieved.

To help facilitate this vision, a group of community development experts presented real-world success stories and shared practical experiences on managing growth while supporting equitable economic development. Their expertise included: land use planning to improve the livability of communities; business development to strengthen the local economy; improving municipal fiscal health and services; and accessing workforce development programs to gain living-wage jobs.

On hand to participate in the workshop were such notable figures as: Miguel Garcia, Acting Director of the Community and Resource Development Unit at the Ford Foundation, which seeks to improve the quality of life and opportunities for positive change in urban and rural communities; Michael Kwartler, architect, planner and president of the Environmental Simulation Center, whose mission is to improve the livability of communities through the application of information technology to the community planning, design and decision-making process; Saul Ramirez, former mayor of Laredo, Texas and director of the National Association of Housing and Redevelopment Officials (NAHRO), the leading housing and community development advocate for the provision of adequate and affordable housing and strong, viable communities for all people; Michael Temali, founder and executive director of the Neighborhood Development Center and author of ***The Community Economic Development Handbook: Strategies and Tools to Revitalize Your Neighborhood***—a step-by-step guide to strengthening local economy, transforming neighborhoods and lifting entire communities; and, Marcus Weiss, director of the Economic Development and Assistance Consortium whose mission is to promote, support and advocate for community development corporations that work to create wealth, build healthy and sustainable communities and achieve lasting economic viability.

The meeting was opened by Rincón's mayor, Carlos Lopez, and facilitated by Rincoño and acting-director of Sea Grant, Ruperto "Chapa" Chaparro.

This workshop represents a promising first step toward creating a shared vision for Rincón. This vision will only become a reality through community involvement, so please join us by participating in local activities.

Special thanks to Angel A. Morales Vargas of Rincon's Federal Programs Office and Miguel Garcia from the Ford Foundation for making this workshop possible.

Ed. Note: Making Waves wishes to thank Rachel Tanner for her photographs for our article on Sandy Beach, Puerto Rico in our May issue.



Top: ***The visiting panelists get a tour of Rincón*** Above: ***Albert Morales helps with the final preparations for the workshop*** Photos: Leon Richter



# Chapter News

by Ed Mazzearella

Rockaway break by Grant Myrdal

## Islands

At a recent press conference, the Environmental Protection Agency (EPA) presented a check to the Hawaii Department of Health (DOH), Clean Water Branch with Surfrider Foundation **Oahu Chapter** Chair, **Peter Cole** attending as an official representative. While the chapter will not directly receive any of the funding, the symbolism of our participation in the presentation represents the partnerships between the EPA, the Surfrider Foundation Oahu Chapter, and DOH in the protection of the beaches of the State of Hawaii. The Oahu Chapter has been working closely with the DOH in reviewing and modifying their ocean water quality testing procedures and standards.

## East Coast

This past April, the **Rhode Island Chapter** of Surfrider Foundation held their third annual Earth Day Beach Clean-up and Computer Recycling program. According to Chapter Vice-Chair, **Dave Prescott**, the group collected 18,000 pounds of trash off three local beaches and recycled 37,000 pounds of computers (3 truck-loads). The computer recycling effort was the second largest in the state's history.

This event could not have been achieved without the partnership and dedication of the Rhode Island Resource Recovery Corporation, and the Eastern Surfing Association's

Southern New England District. Together with all of their partners and sponsors, including Narragansett Rubbish Removal, the Town of Narransett Recreation Department, the Town of Newport Recreation Department, Rhode Island Saltwater Anglers Association, Pruitt Chiropractic, and the Rhode Island Earth Day Committee, this event was a huge success!

**Jim and Megan Whitney** wrote and sent in some pictures from the **Grand Strand Chapter's** work at the Hendrix Music and Film festival. In addition to promoting awareness of beach and coastal environmental issues, the event raised money for tsunami relief.



**Good times at the Hendrix Music and Film Festival.**

Photo: Megan Whitney

The **Virginia Beach Chapter** recently celebrated two big victories. First, the chapter worked to successfully defeat legislation that would have allowed gas and oil exploration off their coast. The drilling bill, sponsored by Sen. Frank Wagner, R-Virginia Beach, would have ordered the state's lobbyists to work with the congressional delegation and federal agencies to lift a 22-year-old federal ban on offshore gas and oil exploration or drilling on both the east and west coasts.

The Virginia measure received little attention during the legislature's six-week session, partly because the bill never went through either House or Senate environmental committees. The bill originally called for lobbying efforts to lift the moratorium just on natural gas surveying off the state's coastline. After it cleared the Senate, however, Wagner had it amended in a House committee to take the measure a step further—to permit surveying, exploration and drilling for natural gas, without specifically prohibiting oil drilling. The Virginia Beach Chapter immediately took action with the creation of a letter writing campaign, co-sponsorship of a radio PSA and participation in media events. These efforts helped lead to Governor Mark R. Warner vetoing the bill, which was the only bill Warner vetoed out of the hundreds sent to his desk during this year's General Assembly session. "It was a last-minute-get-the-word-out-fast type of thing," said Virginia Beach chapter chair **Ari Lawrence**. "Apparently it worked. We applaud the Governor's decision."

The second victory comes with the Commonwealth of Virginia approving the creation of a State License Plate for the Surfrider Foundation. The chapter led a grassroots efforts by identifying a state delegate to carry the bill to the General Assembly and achieving the goal of 350 prepaid applications and/or \$3500 worth of fees within 180 days of the approval date.



## West Coast

This just in...**South Orange County Chapter** activists made a very successful trip up to Sacramento this past June. The chapter was there to meet with state officials regarding their efforts to stop a proposed toll road extension that would damage or destroy a sensitive coastal watershed and likely jeopardize the surf break at Lower Trestles. On hand were South Orange County Chapter activists **Ed Schlagel**, longtime Laguna Beach activist **Brian Alper** and National Headquarters staffer **Ed Mazzarella**. While we can't yet release all the details, suffice it to say that the chapter is one step closer to saying "Hasta La Vista Baby!" to the toll road. Look for the full story in the next issue of **Making Waves**.



**Surfrider Foundation activists gather on the capital steps in Sacramento** Photo: Brian Alper

**Jim Littlefield** wrote in to let us know what's been going on with the Surfrider Foundation's **Santa Cruz Chapter**. It seems that the chapter has had a busy year moving into a new office and rebuilding its Executive Board.

In addition to his work on the Beachscape program, chapter activist Jim Littlefield can add Treasurer to his list of duties. **Patricia Matejcek** continues to serve as Co-Chair for the chapter, while newcomer **Amy Carter** came forward to serve as Secretary, along with **Rama Inza**, who has taken over Volunteer Coordinator responsibilities. With the help of the central coast regional field coordinator, **Kaya Peterson Freeman**, the chapter is working on setting new three and six month goals, refining communication among Board members, and learning the fine arts of working together and respecting individual strengths and contributions.

Throughout this time, **Eric Russell** and his devoted crew of water samplers have collected and processed samples from all the major beaches in the county. **Jesse Littlefield** has publicized and conducted monthly beach clean-ups on the first Saturday of each month. **Zach Sohns** has volunteered his extensive graphics experience to do the lay-out & design work on the chapter's rejuvenated newsletter, and **Jason Littlefield** will be serving as copy editor. **Sean van Sommeran** re-energized the stormdrain stenciling work and has been networking with Ecology Action and the Green Business Council members as well as in residential neighborhoods. **Carl Yoshihara** redesigned the chapter's website which will soon be online.

On the campaign front, the Santa Cruz Chapter opposed a proposed hotel and conference center development that would have impeded beach access, and are reviewing desalination proposals for the Monterey Bay area. The chapter also tabled at several local surf contests and events, including the recent Quiksilver California Cup event, the local Earth Day Fair, an Environmental Fair at Soquel High School, the Santa Cruz Longboard Union's Memorial Day Surf Contest, and a benefit for the Environmental Film Festival. The chapter also partnered up with fellow Santa Cruz activist **Will Henry** and his Save The Waves organization to host Ocean Revolution.

It's been a busy year, but according to Inza, the chapter is looking forward to growing membership and its role in the protection of Central California's breaks, beaches and water quality.



**The Santa Cruz Chapter staffs a table at one of their recent events, and wraps up another beach cleanup along the coast** Photo left: Jim Littlefield

## Pacific North West

Washington activists turned out by the hundreds to attend the 5th annual Olympic Coast Clean-Up this past April. The event drew over 600 volunteers who scoured almost 100 miles of coastline, collecting an estimated 30 tons of trash. The Surfrider Foundation's Washington State Chapters were all over the event, working on the beach, running registration tables and sponsoring after-cleanup barbecues at several locations. As **Northwest Straits Chapter** Outreach Coordinator **Scott Bullock** put it after their barbecue at La Push, "It was a great weekend. We cleaned the beach, fed a lot of grateful volunteers and introduced them to the Surfrider Foundation"

Special thanks to **Sasha Sicks**, **Marlayna Murdock**, **Katie Tomlin** and **Tucker Roy** of the **Seattle Chapter** for organizing the registration and barbecue on the beach at Westport, Washington. The Northwest Straits Chapter's Scott Bullock, **Jen Prince**, **Rochelle Parry**, **Mikel Cumiskey** and **Abigail McKinley** hosted registration and a barbecue at La Push. Special thanks to **Bill Riggs** for arranging for food donations for the event. The **Olympic Peninsula Chapter** also donated funding to buy food for a barbecue on the beach at Kalaloch. And finally, thanks to all



# International Surf Day

Thanks to **Surfing Magazine**, the Surfrider Foundation and Billabong, surfers all over the globe now have a day to call their own. This past June 21st, the trio successfully observed the first ever International Surfing Day.

"We really wanted to establish a day where surfers all over the globe could celebrate our sport," said **Surfing Magazine** publisher Ross Garrett. "We picked June 21st because for many of us it's the longest day of year, giving everyone a chance to head down to the beach and paddle out."



McClain



Ann Coen



Nancy Hastings



McClain

From Top: **Pro Surfer Rob Machado and Surfing Magazine Editor, Evan Slater cleaning Salt Creek. Jersey Shore Chapter's Bob Duerr rallies the troops. The Malibu Chapter poses with the results of their efforts. Jeff Ho and activist Juli Schulz get into the spirit at Venice Beach.**

As part of the day's festivities, surfers were also called upon to give something back to our oceans, waves and beaches—in the form of beach clean-ups.

Thanks to the support of our chapters in Oahu, Malibu, Newport Beach, San Diego, Texas, Sebastian Inlet, Palm Beach County, Grand Strand, Jersey Shore, New York City and elsewhere, surfers all over the country had a chance to paddle out. All in all, there were nearly two dozen organized events across the country, drawing such notable personalities as pro surfers Pat O'Connell and Rob Machado, legendary shaper Jeff Ho, and longtime Surfrider Foundation supporter Sal Masekela, who bravely woke up early to help Surfrider Foundation's Malibu Chapter with their morning media event.

"This was a really fun event to work on with the chapters," said Surfrider Foundation Marketing Coordinator Laura Mazzarella. "All of them really went above and beyond in helping to organize events in their communities."

**Surfing Magazine**, Billabong and the Surfrider Foundation wish to give special thanks to our friends at Boost Mobile, Von Zipper and Kustom Shoes for their support. Special thanks as well to chapter activists Scott Werny, Matt Lane, Nancy Hastings, Lia Shipman, Ray Halowski, Stefanie Sekich, Greg Gordan, Brian Lind, Tom Warnke, Theron Staley, Joel Benslaben and Bob Duerr for their efforts. Lastly, big thanks to **Surfing's** Randy Bruce and Surfrider Foundation's Laura Mazzarella, without whose help the event would not have been possible.

## 2005 Clif Bar Surfrider Foundation Chapter Membership Drive Moves into High Gear

The 2005 Clif Bar Surfrider Foundation Chapter Membership drive is well underway. Last year's drive brought in a record-breaking 1739 new members. With some ingenuity and tons



of dedication, we are confident we will be successful

in reaching this year's aggressive goal of 2500 new Surfrider Foundation members!

Clif Bar has once again partnered with the Surfrider Foundation to make this year's drive the best ever. With their help, we are able to sweeten the pot by offering prizes to the top producing chapters.

For the chapter that recruits the most members overall, Clif Bar is generously providing a once-in-a-lifetime adventure getaway for two to Tonga! This amazing prize package includes roundtrip airfare for two from Los Angeles, CA to Tongatapu, Tonga. This 8 day/6 night prize package also includes lodging at the Ha'atafu Beach Resort, with daily breakfast, dinner, water, coffee & tea included.

Additionally, the runner-up will receive a custom shaped surfboard by Kane Garden.

This is sure to be an incredible opportunity for one hard working chapter!

Keep in mind that success is measured in many different ways. Also new this



year, the Surfrider Foundation has partnered with our friends at Op to recognize the chapter that successfully recruits the

most new members, relative to the number of current members they have when the drive begins—The Chapter Growth Award. This chapter will be awarded a classic twin-fin surfboard from OP!

As a current Surfrider Foundation member, you can contribute to our Membership Drive too. Sign up your ocean-loving friends, family and co-workers today at [www.surfrider.org](http://www.surfrider.org)



## AARON PEIRSOL SIGNS ON TO SUPPORT THE SURFRIDER FOUNDATION

Four-time Olympic medal winning swimmer Aaron Peirsol has agreed to represent the Surfrider Foundation as an official Ambassador. As Ambassador, Peirsol will be working to promote the organization and increase awareness of beach and coastal environmental issues.

"We are tremendously excited to be working with Aaron," says Matt McClain, Director of Marketing for the Surfrider Foundation. "He is a true waterman in every sense of the word. Aaron's willingness to advocate for our oceans, waves and beaches will be a tremendous asset to the Foundation."

Peirsol won three gold medals in the recent Athens Olympics, as well as a silver medal at the 2000 Sydney games. Aaron also currently holds the world record for the 100 and

200 meter backstroke and 4 x 100 meter medley.

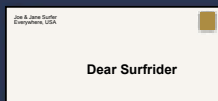
When not training at the University of Texas at Austin, Aaron can usually be found in his hometown of Irvine, California. Peirsol also is a regular at



Newport Beach's notorious bodysurfing break, The Wedge, where his tenacity and willingness to swim into the biggest and most dangerous waves has earned him the admiration and respect of many of the break's long-time locals.

"Having grown up in Southern California, the beach was my home away from home," said Peirsol. "I'm really excited to be working with Surfrider Foundation to help promote the importance of protecting our beach and coastal areas."

## Mailbag



**Dear Surfrider,**

*Just wanted to let you know that you motivated me to take action after reading your May issue. Every time I go for a surf I try to pick up some of the ever present beach flotsam, but am usually frustrated that I can't carry out as much as I would like. After reading the lead editorial "On Being Small and Powerful", I grabbed a large trash bag and took it with me to the beach. After a short surf session I got the bag and did a bit of cleaning up. In no more than fifteen minutes the bag was nearly full with old slaps, a big work boot, assorted plastic crap, aluminum cans, lighters, etc. I chucked it all in the nearest trash can, and pledged to myself that I would perform this small duty at least once a week. I know filling one trash bag puts a small dent in the endless stream of trash that arrives on our shores, but it did make me feel a bit more powerful. Thanks for the inspiration.*

Duncan McFarland

## San Diego Art Auction A Big Success

On May 13, 2005, the San Diego Chapter of the Surfrider Foundation raised over \$26,000 at the Fifth Annual Art Gala that was held at the beautiful Powerhouse in Del Mar. This environmentally-inspired event included silent and live auctions of ocean themed artwork from renowned artists such as Wyland, Michael Cassidy, Leroy Grannis, Wade Konia-kowsky, Aaron Chang and Art Brewer. The auction also included airline tickets, hotels and resort stays, spa treatments, dinners for two, surfboards and other raffle prizes.

The evening featured live music, a slide show and an awards ceremony. Awards were given to Clay Clifton, the recreational water program coordinator for the county's Department

of Environmental Health; Shanon Leder former Rock 105 DJ; and South Coast Surf Shops who received the 2005 Lifetime Business award. Sponsors included JetBlue Airways, Pacific Coast Grill, Stone Brewing Company, Mount Palomar Winery, Poseidon Restaurant, City Beat, The Blue Guitar and many others!



"We love this event," said Todd T. Cardiff, chairman of

the San Diego Chapter, "every year it just gets bigger and better. It's a celebration of surf culture, and it's an opportunity for people to come out, see some high quality art, and donate to the organization."

"We doubled the amount of money we typically raise. We owe our success to all the event sponsors and the scores of committed volunteers that helped us run the event. We are extremely grateful to receive such overwhelming support from our local community" said Stefanie Sekich, Chapter Administrator for the San Diego Chapter of the Surfrider Foundation.

Proceeds from the ticket sales and auctions fund local programs including water quality testing, education outreach, beach cleanups, pollution monitoring and advocacy efforts.

The San Diego Chapter of the Surfrider Foundation was founded in 1992 by a small band of exceptionally committed San Diego County members. It is the largest and most active Chapter with over 4,000 members and 60 miles of coastline to protect.

## Twin Fin Partners with Surfrider Foundation

This past spring, Pacific Wine Partners celebrated the launch of Twin Fin, its new wine created for individuals who embrace the spirit of the California lifestyle. As part of the launch, Twin Fin announced that it is partnering with the Surfrider Foundation to help preserve America's oceans, waves and beaches. Twin Fin will donate a portion of proceeds from wine sales to the Foundation. Additionally, Twin Fin is creating specific point-of-sale materials (neckers, case cards, posters, postcards) to communicate the partnership with Surfrider Foundation and help drive consumers to the website to learn more about the organization and potentially sign up to become a member.



Twin Fin is also working to support the Foundation's grassroots efforts by sponsoring chapter events, including the recent "Making Waves" Gala in Malibu, as well as Foundation fundraisers such as the recent Sea Monster Ball and 2000 Club events.

Surfrider spokesperson and professional surfer Pat O'Connell, who co-starred in "Endless Summer II," will also be participating in some selected events on behalf of the wines and Surfrider Foundation.

"Twin Fin is a great fit for our organization and we are grateful for their generous support," said Matt McClain, Director of Marketing and Communications. "We look forward to working together to raise awareness for the need to protect our oceans and beaches."

The label on the Twin Fin wines depicts a classic convertible with a surfboard hanging out the back. The portfolio includes six wines, all of which come in screwcap: a soft, luscious Merlot; a spicy Shiraz; a well structured Cabernet Sauvignon; a flavor-packed Chardonnay; a lively Pinot Grigio and a seductive Pinot Noir.

"I've been surfing since I was a little kid," said Sam Burton, Twin Fin Viticulturist. "Our Twin Fin wines are meant to bring to mind sand, surf and good times, and this partnership lets us go a step further by actually helping to preserve the coastal beaches we all use and enjoy."

More information on Twin Fin can be found at [www.twinfinwines.com](http://www.twinfinwines.com)

## Sea Monster Ball

This June, longtime Surfrider Foundation supporters Drew and Maria Brophy held their first annual Sea Monster Ball fundraiser in Dana Point, California. The event, which featured amazing artwork by Drew Brophy, Phil Roberts, John Warren, Perry Fannes, Kyle Goodwin, Ken Ruzic and Katie Staib Derrick,



McClain

helped raise funds for both the Ocean Institute and the Surfrider Foundation. Over one thousand guests turned out to enjoy themselves in the beautiful Southern California evening. Special thanks to

Drew and Maria Brophy, the Beachfire Restaurant, the Ocean Institute, Twin Fin wines and everyone else who helped to make the evening a success.

Selected artwork from the Sea Monster Ball is still available for purchase at [www.drewbrophy.com](http://www.drewbrophy.com)

## BUFFALO EXCHANGE RAISES NEARLY \$30,000 FOR THE SURFRIDER FOUNDATION

For the second year in a row, hip used clothing retailer Buffalo Exchange partnered with the Surfrider Foundation to celebrate Earth Day by organizing their own "Surf Day" fundraising event.



The fundraiser was part of Buffalo Exchange's annual Dollar Day sale, in which all proceeds from sale items are donated to an environmental charity in honor of Earth Day.

This year, the event successfully raised \$29,518 for the Surfrider Foundation, the largest donation since Buffalo Exchange began the Earth Day benefits in 1997.

"Buffalo Exchange is thrilled to once again raise funds for Surfrider Foundation and awareness about America's oceans and beaches to our customers across the country," said Michelle Livingston, Marketing Director for Buffalo Exchange. "I think we are learning not to take our beaches for granted. Each one of us can do something to make a difference—even if it's just shopping for used clothing at a benefit like this one."

According to Livingston, Buffalo Exchange has raised over \$125,000 for environmental causes through their Earth Day Dollar Day sales since its inception in 1997.

For its part, the Surfrider Foundation called upon its network of chapters and volunteer activists to help staff information tables at nearly all of the participating retail centers. Thanks to their efforts, Surfrider Foundation was represented in over twenty locations, including Philadelphia, Denver, Phoenix and Las Vegas.

"It is exciting to see Surfrider Foundation get some visibility in some of these cities where we might not receive much attention otherwise," said Jenna Holland, Surfrider Foundation's Membership Manager. "People tend to forget or otherwise don't know that we have Surfrider members in states such as Nevada, Colorado, Arizona, Pennsylvania. It's nice to be seeing us reaching out to them as well."

Micki Lefferts, a volunteer activist in Las Vegas, had so much fun at last year's Buffalo Exchange Surf Day event, she came back for a second year.

"When promoting this year's Surf Day, I told people how great it was to belong to a truly grassroots organization," said Lefferts. "I tell everyone that we are all surfers in our hearts, and even though we live in Las Vegas, we all have a stake in saving the beaches for future generations."

Buffalo Exchange has stores throughout the West and in Philadelphia. For locations and more info visit [www.buffaloexchange.com](http://www.buffaloexchange.com)





**Global Surf Calendar 2005**  
Monthly surf images from around the world  
**\$ 11.95**



**Robb Havassy Calendar 2005**  
15-month calendar showcases the stunning work of artist-surfer Robb Havassy. Includes 12 frameable art prints plus a 365-day U.S. tide chart  
**\$ 16.95**



**2005 Waterman's Ball Calendar**  
Collector's Item, Limited Edition  
Spiral bound, black neoprene cover, surf art and photos  
**\$ 40.00**



**Surfrider Bumper Stickers**  
Specify # on Order From  
**\$ 3.00 each**



**Snowrider Project**  
Sticker **\$ 3.00**



**License Plate Frame \$ 7.00**  
Made from Recycled Plastic



**16 oz. Travel Mug**  
Photo of Rincon, Puerto Rico  
"Surfrider Foundation"  
**\$ 12.95**



**Blue Water**  
**Beginner Test Kit**  
Includes 4 tests & instructions  
**\$ 28.00**



**Sew-on Patch**  
**\$ 3.00**



**Surfrider Logo**  
**Surfboard Laminate**  
(not a sticker)  
**\$ 3.00 each**



**Surfrider Playing Cards**  
**\$ 3.95**



**Monopoly® Surfing Edition**  
Visit surf spots around the world and learn about protecting our coastal environments in this new version of the classic board game.  
**\$35.95**



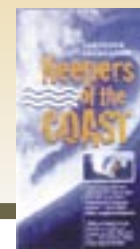
## SEA TO SUMMIT VIDEO

Surfrider Foundation's new educational video exploring watershed stewardship. Features a host of today's hottest action sports stars, including Tony Hawk and Tara Dakides.

**\$ 16.00**

## KEEPERS OF THE COAST VIDEO \$ 24.95

The Surfrider Foundation's Award-Winning environmental documentary, Keepers of the Coast, produced and directed by Michael Graber and Diana Schulz. Film and Study Guide



**NEW!**



## Transworld Surf Gift Package

**Great Gift Idea!**

Includes a one-year subscription to Transworld Surf, O'Neill T-Shirt, Transworld Surf sticker and magnet and one-year Surfrider Foundation membership. Please specify t-shirt size (S, M, L).

**\$ 25.00**



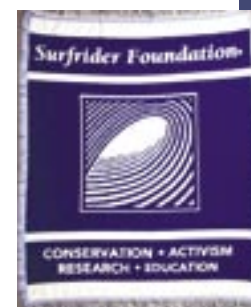
## Surfrider Foundation Beach Towel

Blue w/white print  
**\$ 30.00**

## Surfrider Foundation Beach Blanket/Throw

Perfect for a warm day at the beach or cozying up on a winter evening. 100% cotton. 50" x 60" Blue & white weave

**\$ 39.95**



## All New Designs



**Shield \$24 M-L-XL**  
Longsleeve Black T-Shirt with Cool Grey Design



**Daisy \$22 M-L-XL**  
Shortsleeve Natural T-Shirt

Women's



**Laurel \$22 M-L-XL**  
Shortsleeve Kelly Green T-Shirt



**"The Jenna" \$45 M-L-XL**  
Hoodie Sweatshirt Light Blue



**"The Casey" \$45 M-L-XL-XXL**  
Zip Hoodie Sweatshirt Coffee



**Credo \$19 M-L-XL-XXL**  
Shortsleeve Kelp T-Shirt

Men's



**RTB \$19 M-L-XL-XXL**  
Shortsleeve Light Blue



**Shield \$24 M-L-XL-XXL**  
Longsleeve Black on Black Design

## Classic



**"To Protect and to Surf" \$45**  
Hooded Pullover Sweatshirt (Navy) M-L-XL



**Surfrider Foundation C.A.R.E. \$18**  
Navy Organic Cotton M-L-XL-(XXL+ \$2)



**Cleanwater T-shirt, \$16.00**  
Organic Cotton M-L-XL-(XXL+ \$2)



**To Protect and to Surf \$16**  
Organic Cotton M-L-XL-(XXL+ \$2)



**Children's T-shirt 14.95**  
Natural Organic cotton  
XXS (fits 3-5 yrs) and Small (fits 6-10yrs)



**Surfrider Beanie \$18**  
SPECIFY: Navy, Black, Wine, Hunter Green or Gray

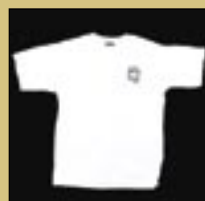


**New Hat Flexfit \$22**  
Khaki w/Navy Type - Sm. Logo on back

New



**"Surfrider"**  
Classic Reyn Spooner Shirt \$65  
100% Cotton M-XXL  
Limited Edition - Made in Hawaii



**Men's 20th Anniversary T-shirt**  
**\$10 \$20 M-XXL**



**Men's Long Sleeve T-shirt \$22**  
Organic cotton M-XL **\$11**



**Women's Flag Shirt \$24**  
3/4 sleeve v-neck Navy M-L **\$12**

**50% Off  
Blowout Sale!**

**See website for  
More Sale Items**

**SAVE 10% ON YOUR ORDER!** Purchase a Surfrider Foundation gift membership or renew your existing membership and we'll give you a 10% discount off your Surfrider Foundation merchandise order. Orders must be made at the time memberships and/or renewals are purchased. Limit one order per gift membership or renewal. Discount does not apply to taxes and shipping. All renewals will take effect when current membership expires.

**Order Online: [www.surfrider.org/store](http://www.surfrider.org/store) or call (800) 743-SURF**



# Surfrider Foundation

## MEMORIALS, DONATIONS, AND HANG TAG PROGRAM

On behalf of the world's oceans, waves and beaches, the Surfrider Foundation wishes to thank the following individuals, foundations, and corporations for their generous support received between April 1, 2005 - June 30, 2005

### **\$25,000 – \$49,999**

Anonymous  
From the Buffalo Exchange  
The Bullitt Foundation

### **\$10,000 – \$24,999**

Keen Footwear LLC  
Getty Images  
The Johnson Family Foundation

### **\$5,000 – \$9,999**

Anonymous Donors  
Employees Community Fund of Boeing  
California  
Jack's Surf & Sport, LLC  
NOAA

### **\$2,500 – \$4,999**

Robert Davenport  
Conrad N. Hilton Foundation

### **\$1,000 – \$2,499**

Amgen Foundation  
Michael Brown  
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Tammis Day  
William F. DuPont  
Kevin Dyerly  
Elizabeth Elwell  
Ira and Andrea Feinswog  
David & Judy French  
Goldberg & Solovy Foods Inc.  
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Scott Harrison  
J. Ron and Laurie Hodges  
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Torosian Foundation on behalf of "Hotchie"  
Kiene  
Mammoth Mountain TV  
Bruce A. McDermott  
David & Maureen Miller  
Jim Moriarty  
William and Wendy Morris  
Anna Mortimer  
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Kiana Mosley  
Pacific Wine Partners  
KLA-Tencor on behalf of Andrew Parada  
Puget Sound Action Team  
Stuart R. & Bernadette Strachan  
Van Briner Family Foundation  
Wasserman Media Group, LLC

### **New and Renewing 2000 Club Members**

Lance Anderson  
Megan Bailiff  
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Jeff & Cristina Denney  
Michael Flinn  
Patrick and Dorie Gayner  
Robert Gerard  
Steve Layton  
Sarah and Thom McElroy  
Danny McKenna  
Ari & Kim Novick  
Kenneth Petersen

### **Memorial and Tribute Gifts**

Sam Alter  
The Ron Ballou Memorial Fund  
The Rick Beam Memorial Fund  
The Art Beard Memorial Fund  
The Pat Bishop Memorial Fund  
The Lance Clough and Ulyses Clough Memorial  
Fund  
The Robert "Bobby" Evans Memorial Fund  
The Bruce Halsey Memorial Fund  
The Gary Harkey Memorial Fund  
The Matthew Douglas Hofmeister Memorial Fund  
The Roger Kirk Memorial Fund  
The Wayne Miyata Memorial Fund  
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The Wyborn Mercer Memorial Fund  
Brian Wichman Memorial Fund  
J. Lee Williams Memorial Fund

### **Donations made in honor of**

The Marriage of Christine Barker & Christopher  
Cosenza  
Ginny Mahar & Noah Phillips' Wedding  
The Ross-Smith Wedding

### **Membership Partners**

Longboard Magazine  
SG Magazine  
Surfer Magazine  
Surfer's Path  
Surfline

### **New and Renewing Retail Members**

Al's Towing Inc.  
BeachLife Properties.com - Northwest  
Realty  
Blue Dolphin Surf and Travel  
Chakra Cuisine  
Coastal Vending  
Coral Seas Ocean Front Motel  
Encinitas Chiropractic  
Adriano Ferraz  
Filly Handbags & Accessories  
FindersKeepers Furniture Outlet  
Genius-Industries  
GoodOnYa  
Goofy Foot Surf School. LLC  
Haua Hwy. Surf  
Ashton M. Howard  
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Hufnagel Landscape Design  
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LemonTree Oceanfront Cottages  
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The Beach Bungalow  
The Roof Doctor  
The S4L Group Inc.  
Tires Plus Total Car Care  
Vista Vacation Resort/Surfboards Puerto  
Rico  
Wicked Quiver, Inc.

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Earthpack  
Harold Hofer  
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Santa Cruz Surf School  
Santa Monica Airlines  
Surf Chick  
Surf Life for Women  
The Balm  
Transworld Media  
Wyland Gallery  
Yoga For Surfers



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